Social Indicators

ISSUES

- Not being able to demonstrate measured results
- Losing support
- Expending limited resources on projects that produce little environmental improvement
- Not being able to improve the effectiveness of watershed projects and investment based on measured results

Solutions

- Measure cumulatively outcomes produced by investments
- Enhance institutional learning with measured results
- Establish and use information feedback loops that support program/project adjustments
- Provide for accountability

Improve Programs and Projects

While
Feeding the Bean Beast

State NPS Program Evaluation Framework

- Improve Program Implementation
- Provides Accountability
- Integrated with State's Assessment and Monitoring Programs
- Links Planning – Implementation-Evaluation

Evaluation Leads to Answers!

- What worked?
- What did not work?
- Are there sites/critical areas that need additional treatment?
- Is the long term maintenance occurring?
- Were there any unanticipated impacts?

Successful Evaluation

- Requires clear, meaningful,and measurable milestones and objectives for the plan and its implementation.

Are we there yet?

PLANNING

INPUTS	OUTPUTS		OUTCOMES		
Programmatic investments i	Activities	Participation	Short	Medium	Long term

EVALUATION

Selected Theoretical Foundations for Evaluation Framework Construction

- Participatory evaluation
- Modified Bennett's Hierarchies (Targeted Outcome of Programs)
- Driving Force-State-Response model (DSR)

Challenges to Framework Development and Implementation

- Diversity among states and local structures
- Diversity among program and project plans, including:
  - Goals and objectives
  - Indicators and measures
  - Categorization of NPS activities
  - Lexicons
  - Existing monitoring and evaluation strategies

Challenges to Framework Development and Implementation

- Technical difficulties in measuring desired outcomes, including lack of baseline data for many environmental and potential social indicators
- Instituting outcome-based measures in activity-based agency cultures
- Introducing social measures into a “hard science” culture

Challenges to Framework Development and Implementation

- Spatial and temporal scale issues
  - Consistency vs. autonomy in regional, state, and local indicators and methodologies
  - Program reporting timeframes – often shorter than time needed to document desired outcomes
- Reductions in funding for environmental programs

Why an Evaluation Framework is Essential?

Provides a way to…

- Document achievements
- Measure long-term "success"
- Show the value of various efforts
- Increase credibility
- Show accountability
- Gain support

Common Excuses for Not Evaluating

- Take too much unproductive time
- They are of no value
- Circumstances were confounding
- Evaluations change as much as programs do
- There is no client for the results
- They are difficult
- The process is too academic and complicated

Types of Evaluation

Formative Evaluations

To assess program procedures, tasks

Process Evaluations

To assess the extent to which the project is operating as planned.

Summative (Outcome) Evaluations

To assess specific program short-term and/or long-rang goals.

Impact Evaluations

A comparative assessment to isolate specific positive/negative impacts.

Evaluation Should Be Ongoing

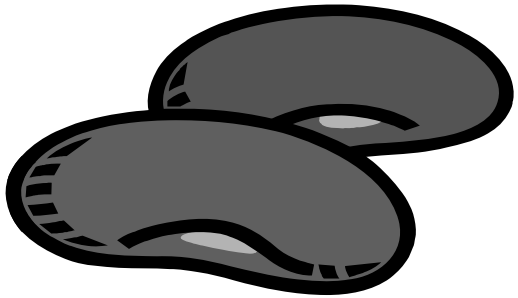
- Formative Evaluation (Prior)
- Process Evaluation (During)
- Outcome Evaluation (Afterward)
- Impact Evaluation (Much Later)


DANGER
BEACH
CLOSED
DO NOT ENTER
BY ORDER OF
N.B.P.D.
VIOLATORS WILL BE
PROSECUTED
SEC. 409.5 PEN. CODE

Types of Indicators

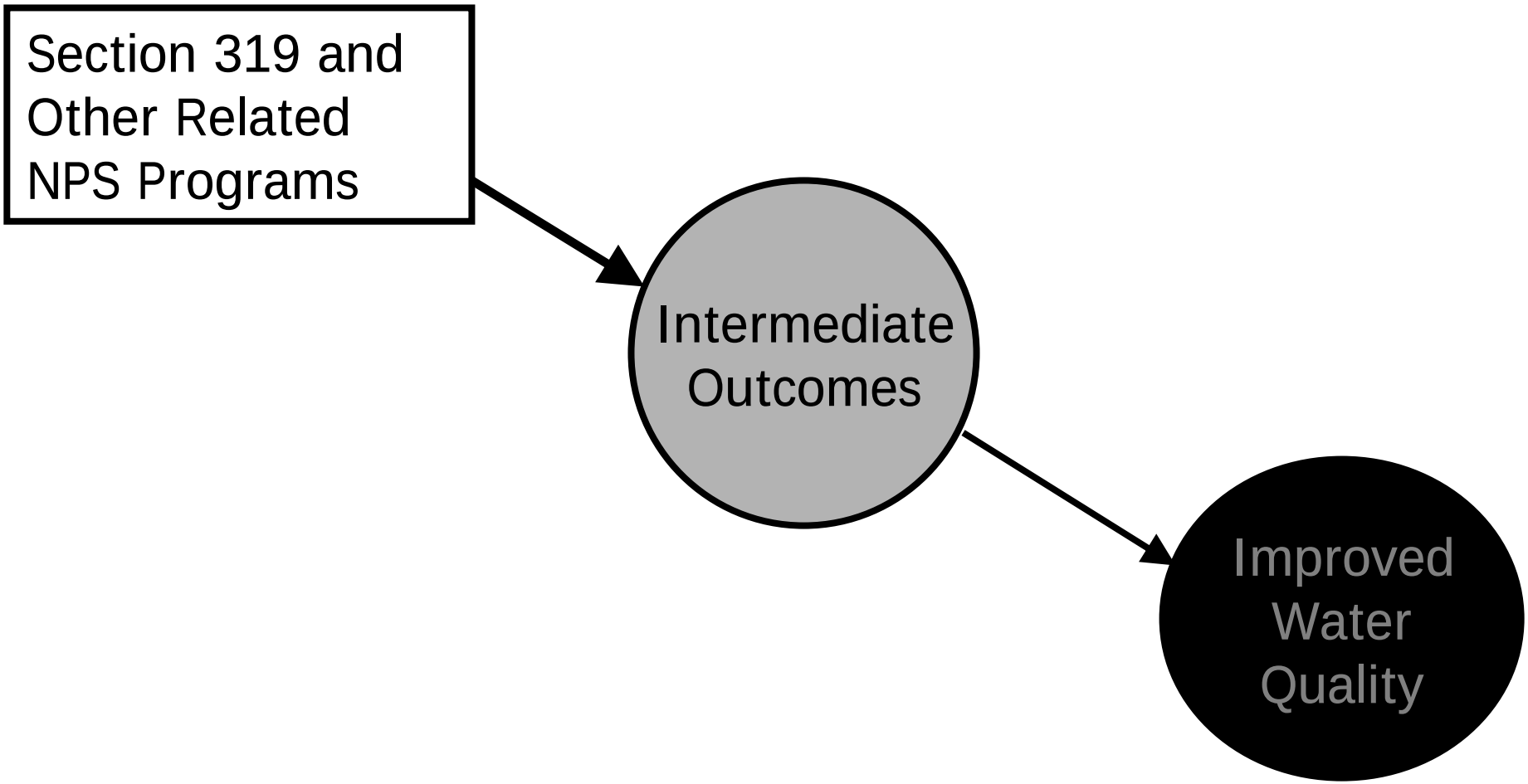
- Social

- Administrative

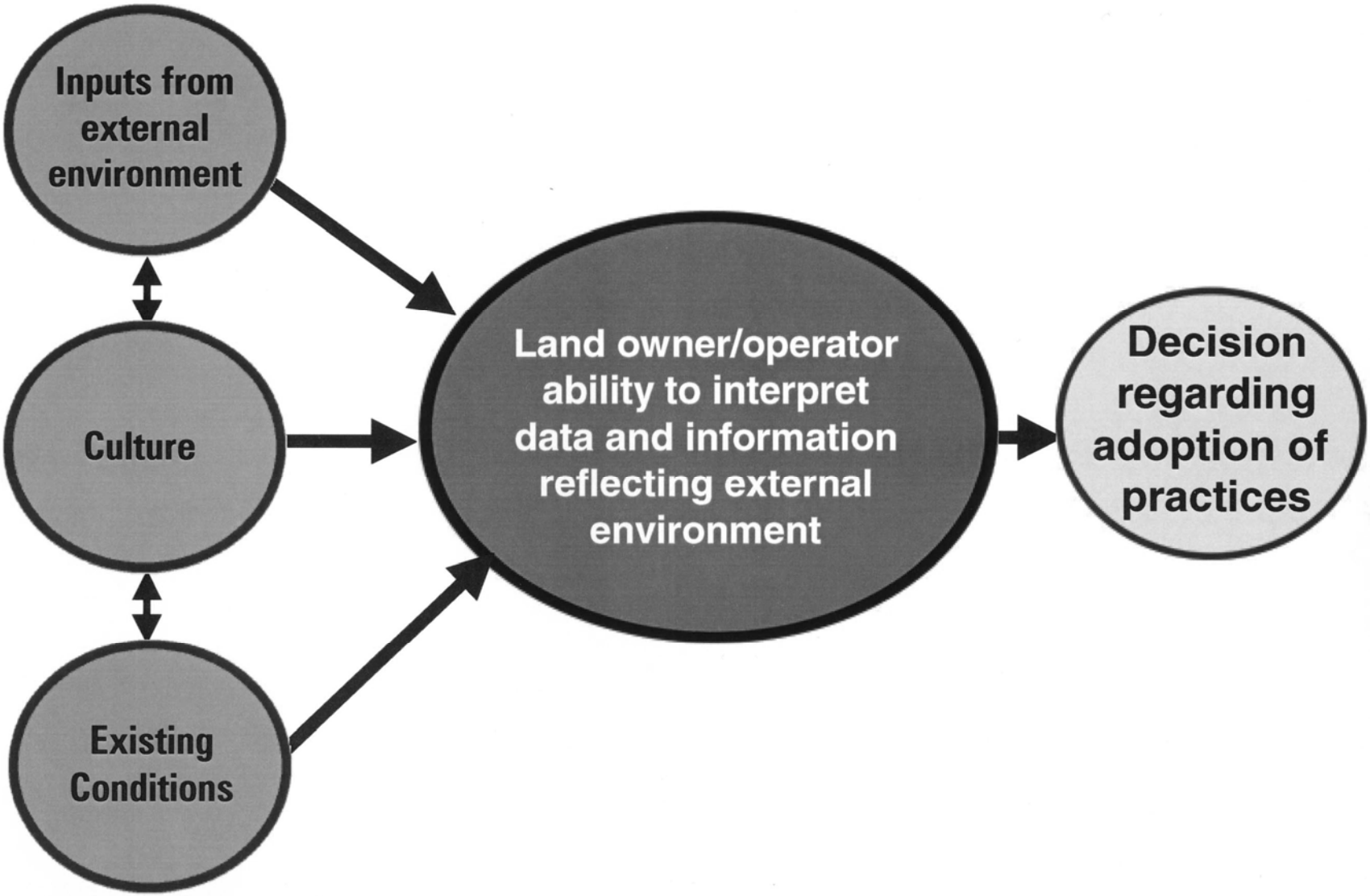


- Environmental

Why are Social Indicators Important?

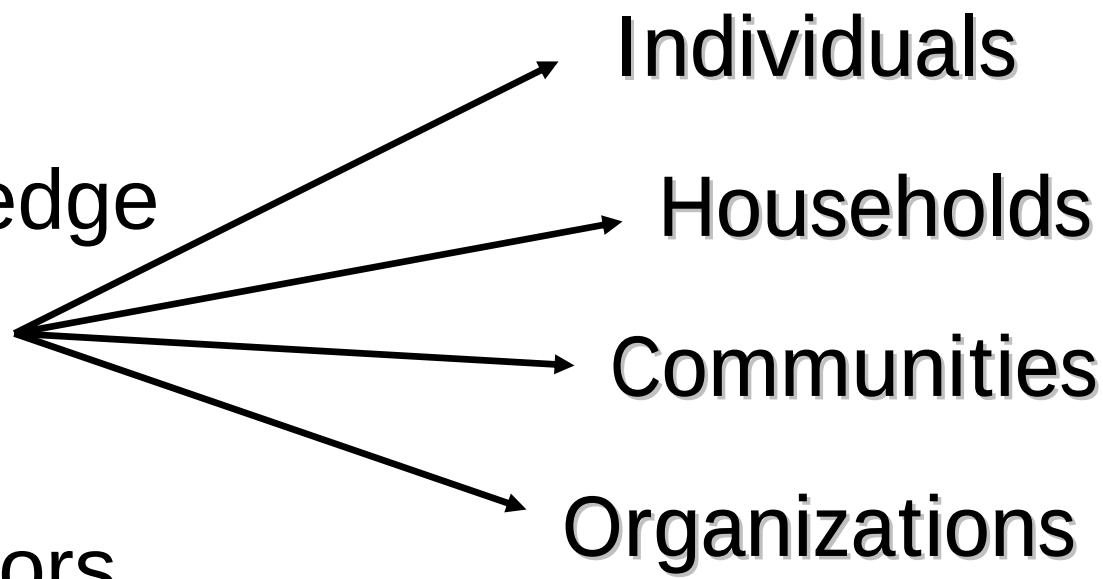


Adopting New Best Management Practices

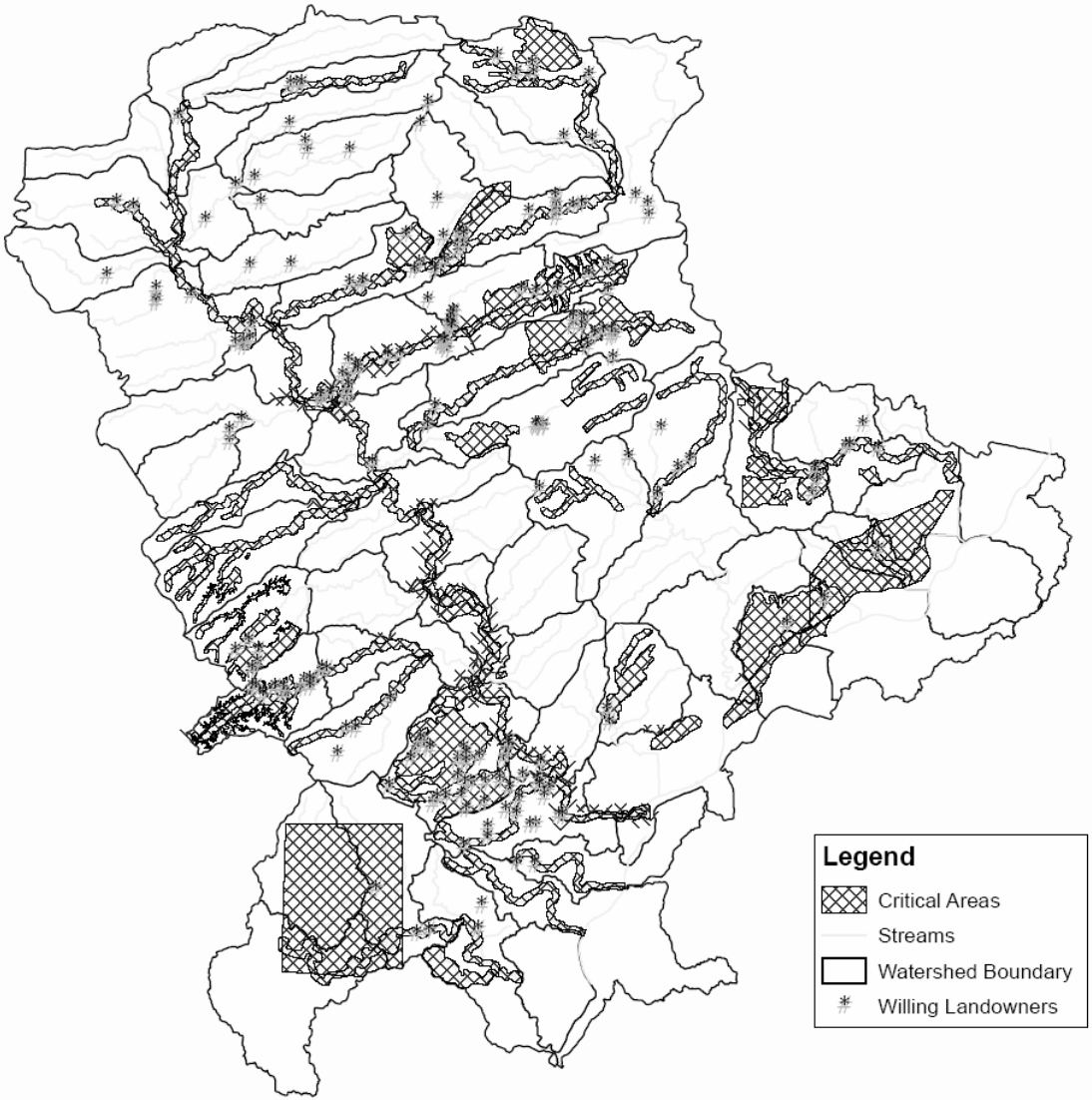


Social Indicators

- Skills
- Knowledge
- Values
- Beliefs
- Behaviors
- Capacity
- Context



La Moine River Ecosystem Partnership
Willing Landowners and Critical Areas



Conservation 2000

2005

Karyn McDermaid, University of Illinois

Jeff Boeckler. Illinois Department of Natural Resources

2005

Table 21. Landowner survey: Willingness to install best management practices (N = 606).

BEST MANAGEMENT PRACTICES	PERCENT RESPONDING **Willing to install, with both technical and financial assistance**
Cropland	
Habitat improvement	23
Nutrient management	15
Conservation easements	13
Wetland installation	12
Reduced-tillage program	10
Grassland	
Habitat improvement	17
Pest management	14
Native grass planting	12
Nutrient management	13
Conservation easements	10
Burning grassland	6
Woodland	
Habitat improvement	15
Timber stand improvement	13
Tree planting	13
Pest management	11
Conservation easements	8
Timber harvest	4
Burning	4
Streamside	
Plant a buffer with trees and/or shrubs	19
Route field tile drainage to a treatment wetland	18

Karyn McDermaid, University of Illinois

2005

Table 26. Landowner survey: Self-reported obstacles to implementing conservation practices (N = 317).

OBSTACLE	**Number of comments**
Lack of money/costs	124
Maintaining productivity	37
Lack of government funding/incentives	30
Lack of time	17
Problems with cost-share	14
Lack of knowledge	12
Government regulations/interference	12
Lack of technical assistance	12
Lack of equipment	9
Drainage	9
Absentee landowner won't approve	8
Uncooperative neighbors	6
Erosion	6
Lack of labor	4
Flooding	4
Taxes	4
Red tape with government assistance	3
Wildlife damage	2
Tillage	2
Weeds	1
Tenant won't do	1

Karyn McDermaid, University of Illinois

2005

Table 23. Landowner survey: Interest in letting volunteer groups install practices (N = 606).

	PERCENT RESPONDING			
INTEREST	**Yes**	**Maybe**	**No**	**No response/ don't know**
Let a volunteer group install a grassland/prairie	8	19	52	22
Let a volunteer group install a wetland	5	14	58	23
Let a volunteer group install a riparian buffer	8	19	50	23
Let land be used for research demonstrations	9	28	45	17

Karyn McDermaid, University of Illinois

2005

Situation–Excessive Soil Loss Causing WQ Impairments